

ABSTRACT OF THE DISCLOSURE

In one embodiment, a method of optimizing an advertising campaign on a computer network includes the steps of delivering an advertisement to a client computer over a computer network, measuring an efficacy of the advertisement to generate a result, and

5 changing a characteristic of the advertisement based on the result. The characteristic of the advertisement may be an aesthetic feature or a processing trigger, for example.

The aesthetic feature may include the presentation vehicle used to display the advertisement, the artwork of the advertisement, and so on. The processing trigger may include rules on when to display the advertisement. The efficacy of the

10 advertisement may be measured by determining its conversion rate or click-through rate, for example.